

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

62109

Lawrence Robinson
& Sons

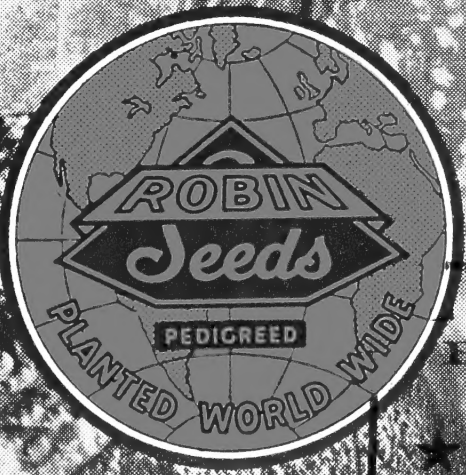
Contract

PRICE LIST

Modesto,
Calif.

COVERING
OVER 200 VARIETIES
OF THE
HIGHEST QUALITY
VINE SEEDS

To be planted in May
and June with harvest
in September, October
and November - 1948.
Shipment of your seed
stocks immediately after
harvest, or on your spec-
ified date.



1948 CROP

LIBRARY
RECEIVED

FEB 13 1948

U. S. Department of Agriculture

BASIC WHOLESALE

ANNOUNCEMENT



All the items we offer are of our own growing, high germination, and absolutely true to type, produced with the finest possible planting seed. Our personnel has had over a quarter of a century's experience in the production of the cucurbits, and we invite comparative trials with stocks from any other source. Samples for trial gladly furnished gratis.

Our California and Colorado warehouses are fully and completely equipped with modern machinery and equipment to handle production in a skillful and efficient manner. We exercise unusual care in germination tests and in further refining our seeds, to eliminate all foreign matter. Optional at slight extra cost, seeds may be packaged in one, two, three, five and ten pound bags and treated with disinfectant powders.

We make a great specialty of the reproduction of special strains—no quantity too large or too small. Send us your special stock seeds for reproduction purposes. (4 pounds per 250 pounds desired.)

Our terms are 1% 10 days, 30 days net with Trade Acceptance, to all well rated firms, others draft with B/L. Delivery is at our option. F. O. B. Rocky Ford, Colo., or Modesto, Calif., with containers billed at cost.

We shall be governed by a commercial credit agency's report in determining our terms. Any claims against our shipments must be made within two weeks after arrival of our goods; we are never liable to more than invoice price of goods. If the final yield of seeds be under our field estimate, we are under no obligation to fill as estimated. The other terms are as per the usual custom with seed growers.

We therefore respectfully ask you to give due consideration to this list and favor us with a fair share of your orders.

LAWRENCE ROBINSON & SONS

Modesto, California

OUR POLICY

We are continuing our strict policy of quoting the larger users of our seeds, only. We question if any vegetable seed grower in the U. S. A. is more firm with this policy than ourselves. It is never our intention to quote trade that will in any way conflict with that of our customers.

Amount Lbs.	CUCUMBER	Per Lb.
.....	Davis Perfect	85c
.....	Japanese Climbing	
.....	Long Green (Improved)	
.....	White Wonder	
.....	Arlington White Spine	
.....	Black Diamond (Long Strain)	75c
.....	Black Diamond (Staysgreen)	
.....	Boston Pickle	
.....	Chicago Pickle	
.....	Clark's Special	
.....	Cool and Crisp	
.....	Davis Blend	
.....	Double Yield	
.....	Early Fortune	
.....	Earliest of All	
.....	Early Cluster	
.....	Early Frame	
.....	Early Russian	
.....	Green Prolific	
.....	Improved White Spine	\$1.00
.....	Jersey Pickle	
.....	Klondike White Spine	
.....	Mincu	
.....	Monarch or Heinz Pickle	
.....	National Pickle (Improved)	
.....	Ohio No. 31 (Mosaic Resistant)	
.....	Quick Grow	
.....	Snow's Perfection Pickle	
.....	Snow's Perfection Pickle (Short Stem)	95c
.....	Taxpayer	
.....	Thorburn's Everbearing	
.....	Woodruff's Hybrid	
.....	Apple Shape (Lemon)	
.....	Crystal Apple or White Lemon	\$1.00
.....	West India Gherkin	
.....	A & C	
.....	Ace	
.....	Colorado	
.....	Vaughn or Longfellow	\$1.00
.....	Barteldes	
.....	Cubit	
.....	Deltus	
.....	Highmoor	
.....	Marketer	\$1.00
.....	Producer	
.....	Puerto Rico No. 39 (Mildew Resistant)	
.....	Straight 8	

Amount Lbs.	DILL	Per Lb.
.....	Mammoth Long Island	45c
CANTELOUPE		
Hand Cut Crown Set Seed 15c Lb. Extra.		
.....	Banana	85c
.....	Bender's Surprise	
.....	Burrell's Gem	
.....	Early Bender (Hard Shell Schoons)	
.....	Fordhook (Large)	
.....	Golden Delicious	
.....	Hackensack, Extra Early	
.....	Hackensack, Large	
.....	Hale's Best Triumph Jumbo	
.....	Hale's Best (Jumbo)	
.....	Hales Best No. 36	
.....	Hales Best No. 936	
.....	Hearts of Gold Improved	
.....	Honey Dew—Green Flesh	
.....	Honey Rock	
.....	Improved Yellow Canteloupe	
.....	Knight of Maryland	
.....	Lake Champlain	
.....	Milwaukee Market	
.....	New Yorker	
.....	Ohio Sugar	
.....	Osage, Extra Early	
.....	Osage or Miller's Cream	
.....	Perfecto	
.....	Pride of Wisconsin	90c
.....	Pollack No. 10-25	
.....	Queen of Colorado	
.....	Rocky Ford Gold Lined	
.....	Rocky Ford Green Flesh	
.....	Seed Breeders	
.....	Tip Top	
.....	V-1 (Sulphur resistant)	
.....	Baby Persian	
.....	Bay View	
.....	Craig	
.....	Cranshaw	
.....	Eden Gem	
.....	Emerald Gem	
.....	Globe of Gold	
.....	Golden Beauty Casaba (winter)	
.....	Golden Hybrid	
.....	Honey Dew—Golden Rind	
.....	Honey Dew—Pink Flesh	
.....	Honeyball	
.....	Jenny Lind	
.....	Mammoth Persian	
.....	Medium Persian	
.....	Montreal Market	
.....	Netted Gem	
.....	Perfecto, Improved	

Amount Lbs.	CANTELOUPE	Per Lb.
	MILDEW RESISTANT STRAINS	
.....	Arizona No. 13	85c
.....	Golden Gopher (wilt & mildew resistant)	
.....	Imperial No. 5	
.....	Imperial No. 6	
.....	Imperial No. 45	
.....	Imperial No. 4-50	
.....	No. D2	
.....	Texas No. 1 (Aphid and mildew resistant)	
	Special Strains Reproduced Our Specialty	

	WATERMELON	
.....	Cole's Early	50c
.....	Early Fordhook	
.....	Early Kansas, or Russian	
.....	Florida Favorite	
.....	Georgia Rattlesnake	
.....	Golden Honey	
.....	Halbert Honey	
.....	Harris Earliest	60c
.....	Ice Cream	
.....	Improved Kleckley Sweet	
.....	Kleckley's Sweet	
.....	Peerless (Ferry's)	
.....	Stone Mountain	
.....	Sugar Stick	70c
.....	Sweetheart	
.....	Tom Watson (Cut Red)	
.....	Wondermelon	
.....	Angelino Black Seeded	
.....	Chilean Black Seeded	
.....	Irish Grey	73c
.....	Early Arizona	
.....	Early Canada	
.....	Ice Box (Orange Flesh)	
.....	Ice Box (Red Flesh)	
.....	Ice Box (White Flesh)	
.....	King and Queen Winter	80c
.....	Northern Sweet	
.....	Sweet Siberian	
.....	Florida Giant	
.....	Klondike Brown Seed	
.....	Klondike Black Seed No. 3	
.....	Klondike Striped No. 11	85c
.....	Blacklee	
.....	Burrell Grey	
.....	Coker	
.....	Dude Creek	
.....	Garrison	
.....	Winona	90c
.....	Dixie Queen	

Amount Lbs.	WATERMELON	Per Lb.
	Wilt Resistant Strains	
.....	Hawksbury	60c
.....	Kleckley Sweet No. 6	
.....	Leesburg	
.....	Dixie Queen Wilt Resistant	80c
.....	Klondike No. 7	
.....	Missouri Queen	
.....	Striped Klondike Blue Ribbon	

	CITRON	
.....	Green Seed	60c
.....	Red Seed	

	SQUASH	
.....	Buttercup	\$1.15
.....	Butternut	
.....	Green and Gold	
.....	Banana (blue)	75c
.....	Banana (pink)	
.....	Delicious (green)	
.....	Delicious (golden)	
.....	Hubbard, (blue)	
.....	Hubbard (Chicago warted)	
.....	Hubbard (golden)	
.....	Hubbard, Improved	
.....	Hubbard, Kitchenette	
.....	Mammoth Chili	
.....	Marblehead (Curlytop Resistant)	65c
.....	Warren Turban	
.....	Benning's Green Tint Scallop	
.....	Boston Marrow	
.....	Connecticut Straightneck	
.....	Cozzini	
.....	Early Golden Bush Scallop	
.....	Early Prolific Straightneck	
.....	Early Summer Crookneck (golden)	
.....	Early White Bush Scallop	
.....	Fordhook Vine	
.....	Giant Crookneck	
.....	Giant Straightneck	
.....	Green Cocozelle (Bush)	
.....	Mammoth White Bush Scallop	
.....	Squaggetti	
.....	Sweet Potato (N. Y. Strain)	
.....	Table Queen (Acorn)	
.....	Table Queen (golden)	
.....	Table Queen (mammoth Acorn)	
.....	Vegetable Marrow Green (Bush)	
.....	Vegetable Marrow White (Bush)	
.....	Vegetable Marrow White (Vine)	
.....	Vegetable Marrow Green (Vine)	

TRIAL GROUND SAMPLES UPON REQUEST

Amount Lbs.	SQUASH	Per Lb.
.....	Wood's Prolific White Bush	65c
.....	Zucchini (Black)	
.....	Zucchini (Grey)	
	PUMPKIN	
.....	Kentucky Field	40c
.....	Connecticut Field	65c
.....	Cheyenne Bush	
.....	Cushaw (golden)	
.....	Cushaw (striped)	
.....	Cushaw (white)	
.....	Dickinson	
.....	Japanese Pie	75c
.....	Large Cheese .. (Old Fashioned Strain)	
.....	Small Sugar or Boston Pie	
.....	Tennessee Sweet Potato	75c
.....	Virginia Mammoth	
.....	Winter Luxury (orange)	
.....	King of the Mammoth or Potiron ..	
	GOURDS	
.....	Italian Edible Cocozella Longissima	90c
.....	Large Mixed	
.....	Small Ornamental Mixed	

SPECIAL INSTRUCTIONS

SEED CONTRACT

★ ★ ★

WE HEREBY agree to undertake to grow the within named quantities and varieties of Seed

for

of

under conditions and prices annexed and will deliver same on board cars our option, **Rocky Ford, Colo., or Modesto, Calif.**, as early in the season as seed can be well cured and put in merchantable condition. Seed to be true to name, of good sample, purity and vitality.

TERMS—To well rated firms 1% 10 days, 30 days net with Trade Acceptance, containers extra. Others Draft with B/L.

It is mutually agreed that in case of a shortage of any of the within named quantities that a full pro rata division shall be considered a satisfactory delivery on the order.

LAWRENCE ROBINSON & SONS give no warranty expressed or implied as to the productiveness of any seeds they sell, and will not be in any way responsible for the crop. Their liability in all instances limited to the purchase price of the seed.

LAWRENCE ROBINSON & SONS

PER

Modesto, Calif.,, 1948

WE HEREBY AGREE to accept the within named Seeds and pay for same upon terms and conditions above specified.

Date

Firm Name

Address

By

AMERICA'S *Safest* GROWERS

LAWRENCE ROBINSON & SONS

CANTALOUPE CITRON CUCUMBER DILL GOURD PUMPKIN SQUASH WATERMELON ETC.

SPECIALIST PRODUCERS OF VEGETABLE

Seeds

MODESTO, CALIFORNIA

January 24, 1948

LAWRENCE R. ROBINSON
LAWRENCE R. ROBINSON, JR.
WARD F. ROBINSON

CABLE ADDRESS: "ROBANDSONS"
— ALL CODES —

ROCKY FORD, COLO.
GREELEY, COLO.
GRIDLEY, CALIF.
U. S. A.

YOUR NEW 1948
VINE SEED CONTRACT
PRICE LIST!

We give no warranty, express or implied, as to the productiveness of any seeds or bulbs we sell and we will not be in any way responsible for the crop. Our liability in all instances is limited to the purchase price of the seed.

NESTLED BETWEEN the High Sierra and colorful Coast Mountains, lie the broad, fertile, irrigated expanses of the California Central Valley. There, and in the Cantaloupe-famous Rocky Ford area in Colorado, YOUR VINE SEEDS, as listed in the enclosed booklet, will be scientifically produced in 1948.

Over 200 varieties, each carefully engineered to bring YOUR CUSTOMERS the TOP market and produce Dollar, are included.

Here at ROBINSON, we're seed-craftsmen -- and a good deal more than that, too! We're an all-year-round market research organization -- breeding and developing our strains to give you *not just seeds* -- but ENGINEERED SEEDS, engineered to meet the test of TODAY'S MARKET!

AND ABOUT THIS ENCLOSED LIST ---

---briefly, we'll be planting our crops -- your crops -- next May and June. Your crops will be carefully and scientifically produced by ROBINSON'S "Quality-control" Research and Production men. Each step will be a *precision-step*, until YOUR SEEDS are ready for delivery to you (packaged or in bulk) after harvest.

NOW ABOUT PRICES ---

---first of all, YOU PROFIT by Contracting; because, you see, it allows us to accurately plan our acreages. You're entitled to the savings you make for us by contracting -- those that wait, quite often find *quality seeds* scarce and at a high price.

YOU'LL BE SURPRISED, when you examine our contract, to find the BASIC, STAPLE items at the same price as a year ago -- a few *even lower!!* This is our way of proving to you, that even in the face of higher production costs, ROBINSON has a genuine interest in combatting the spiral of prices.

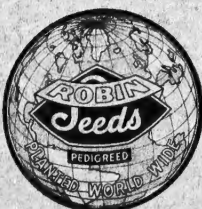
YOU CAN JUST ABOUT SUM IT ALL UP with this: we here at ROBINSON are enthusiastic about our organization -- and a bit proud too. We think we have a quality of product that just can't help but make REAL FRIENDS for YOU! Add to it our friendly spirit of cooperation and competitive prices, and you have the whole story:

"YOU JUST CAN'T GO WRONG ON ROBIN-SEEDS!"

May we work with you?

LAWRENCE ROBINSON & SONS

VINE SEED SPECIALISTS



"AMERICA'S *Safest* CROWERS"

YOUR NEW 1948
VINE SEED CONTRACT
PRICE LIST

We give no warranty, express or implied, as to the production of any crop from seeds sold by us. We are not responsible for the crop. Our liability is limited to the purchase price of the seeds.

NESTLED BETWEEN the High Sierras and Colorado Coast Mountains, the irrigated expanses of the California Central Valley, there is an area famous Rocky Ford area in Colorado, YOUR VINE SEEDS, as listed in the booklet, will be scientifically produced in 1948.

These seeds are produced in a special facility designed to bring you the best of the best and produce the highest quality seeds.

Here at ROBINSON, we're seed-craftsmen -- and a hard head more than an all-year-round market research organization -- breeding and developing to give you not just seeds -- but ENLIGHTENED SEEDS, engineered to meet TODAY'S MARKET!

AND ABOUT THIS ENCLOSED LIST --

---briefly, we'll be planting our crops -- your crops -- next May. Our crops will be carefully and scientifically produced by ROBINSON. Our "control" Research and Production research seed will be a standard. Until YOUR SEEDS are ready for delivery to you (packaged or in bulk) harvest.

NOW ABOUT PRICES --

---first of all, YOU PROFIT by Contracting because you get 10% accurately plan our acreages. You're entitled to the savings you by contracting -- those that wait, quite often find their seeds at a high price.

YOU'LL BE SURPRISED, when you examine our contracts, to find the items at the same price as a year ago -- a low new to you. This of proving to you, that even in the face of higher production costs has a genuine interest in competing the price of prices.

YOU CAN JUST ABOUT SUM IT ALL UP with this: we here at ROBINSON are about our organization -- and a big proud too. We think we have a goal that just can't help but make REAL FRIENDS for YOU. And so in our cooperative and competitive prices, and you have the whole story.

YOU JUST CAN'T GO WRONG ON ROBINSON.

May we work with you?

LAWRENCE ROBINSON & SONS

VINE SEED SPECIALISTS





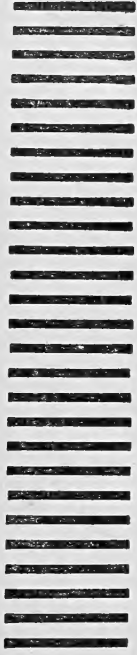
LAWRENCE ROBINSON & SONS

1600 McHenry Avenue,

MODESTO, CALIFORNIA, U. S. A.

BUSINESS REPLY ENVELOPE
NO POSTAGE STAMP NECESSARY IF MAILED IN THE UNITED STATES

FIRST CLASS
PERMIT NO. 166
(Sec. 510, P. L. & R.)
MODESTO, CALIF.



LOOK to ROBINSON for all that's FIRST in CUCURBITS!

